

FAMOUS PLAYERS THEATRES

NATIONAL

Ballyhoo

COMPILED AND
EDITED BY
DAN KRENDEL

SERVE • SAVE • SELL AND PROFIT WITH SHOWMANSHIP!

VOL. 1 - NUMBER 9

JUNE 8, 1956

JUST A MATTER OF OPINION

Whenever the going gets rough the natural inclination seems to be to look for a scapegoat ... someone to blame our troubles on. This is true in politics, and just as true in business.

The trade press has been loaded for some weeks with intimate details of inter-industry bickerings, presently being aired before a Congressional committee in Washington. There have been a lot of accusations flying in every direction, and there has been a lot of name-calling. So far, no more useful purpose has been served than that of airing an industry's dirty linen in public.

Various exhibitors associations have banded together to form a solid phalanx, four-square and immovable in its determination to prove that the present depressed state of our industry is due entirely to the undercover machinations of the producers and their distributors, and that all of the industry's present ills can be traced to a pre-arranged cut-back in production designed to force film rentals higher and exhibitors' profits lower. The producers, in defending their policies have not only issued denials of all such allegations, but have tossed a few accusations of their own. A pretty mess.

There has been a wide divergence of opinion, expressed and implied, couched in flowery legal terminology by counsel for both sides. Some strange facts have emerged from this squabble ... not the least important being a direct accusation levelled by a top distributor at exhibitors in general, and implying that at least some, if not all of the exhibitors' admitted troubles may be traced to their own impotence and inability, not to mention lack of effort in the proper merchandising of the many top attractions tossed in their laps ... and you know what? They may have something there.

Let's reduce this to local terms. We know that our business isn't quite as lush as it used to be, and we're far too prone to blame the other fellow for it. But ... what are we doing about it, besides crying? Can we honestly say that we are using all of our ingenuity and our know-how in terms of Showmanship, in trying to correct this situation? Let's be honest about it ... Are YOU? It's no longer just a matter of opinion ... but cold, stark facts. Let's face them with courage and determination. Let's defend our industry and our livelihood. Let's quit TALKING and start DOING.

D.E.K.

FAMOUS PLAYERS CANADIAN CORPORATION



1200 ROYAL BANK BLDG., TORONTO

OVER BEN'S SHOULDER

"In trying to find a suitable opening line for my contribution to this issue of NATIONAL BALLYHOO, I couldn't think of a better one than these lines from the pen of that immortal Scottish bard ... Robert Burns."

'Should auld acquaintanè' be forgot and
Never brought to mind ...'

"The answer is that I have not 'Forgot', even though I have been away on vacation, and even though I have been busy cleaning up the backlog which accumulates during vacation time."

"It is nice to be able to start off on a cheerful note, and tell you about a picture which gives every indication of being a 'Sleeper' ... The picture referred to is -

GEORDIE - A British production with a Scottish background. Briefly, the story deals with the efforts of a young lad to build himself into a powerful athlete, his success in his efforts leading to his selection as a member of the British team in the forthcoming Olympic games in Australia. The colour and beauty of the rugged highlands are caught by the Technicolor cameras, and the story is well developed both in comedy and dramatic value by an exceptionally competent cast. The Scottish atmosphere of the picture lends itself to an excellent advertising campaign, which has been justified by the exceptionally good box-office results in Toronto, Hamilton and Vancouver."

THE SEARCHERS - "Here is a top-notch outdoor drama featuring John Wayne and based on a recent Saturday Evening Post serial. It has been lavishly produced in CinemaScope, and Technicolor, and its opening engagements indicate boxoffice strength. Do not make the mistake of thinking of this as just another Western ... It deserves your best effort in selling it in an exceptional manner."

MAN IN THE GRAY FLANNEL SUIT - "This is one of the really outstanding productions of the current season, and is performing accordingly. Twentieth-Century Fox have adapted this best selling novel to the screen, giving it the very best in treatment and production. The extremely capable cast is headed by Gregory Peck and Jennifer Jones. The box-office results in engagements so far have been exceptionally good."

SHORT SUBJECTS - "Here we go again, back on our favourite topic. We all realize that our feature attraction is what requires our greatest selling effort, but from time to time certain short subjects become available which can be made to develop box-office value. Two such subjects are available now, and are worthy of special attention ..."

"The first of these is LAND OF THE BIBLE, a two reeler in CinemaScope and Technicolor, released by Twentieth-Century Fox. While it deals mainly with the development of the 'Land of Israel' it also shows shrines which are sacred to

WEDDING IN MONACO

We continually hear gripes that there is nothing new or novel to toss at our customers ... therefore the apparent lack of effort in developing new selling approaches. Well ... here's something new, and right out of the headlines. What are you going to do about it?

Of course I'm referring to Metro's three-reeler, WEDDING IN MONACO, which most of you either have booked, or will have on your schedules very shortly. The whole world was in a tizzy of excitement over Grace Kelly's romance ... and now you can hand it to them on a silver platter ... on your silver screen.

Don't just sit back and be satisfied with a six-point line at the bottom of your newspaper ad. Get out and sell this one fellows ... it's tailor-made for you, and guaranteed to get the customers in ... providing you make sure they know that you've got it. Don't keep it a secret and then wonder why they stayed away. Shout it from your roof tops ... and then listen to that ole B.O. jingle.

.x.x.x.x.x.

PUBLICITY DEPARTMENT PROOF SHEETS

I get copies of all the proof sheets sent out to our theatres by Jimmy Nairn's gang at regular intervals. I see some terrific art work, and really effective layouts. What puzzles me is that so few seem to appear in print in the newspapers across the country.

I can't figure out the answer. Do you think that the exchange mats are better? Or do you feel that you can lay out an ad better than our experts do. Maybe you're right ... all I know is that an awful lot of talent goes into those H.O. ads, and they are available to you at lesser cost than the stuff you pull out of the press books. We know, because we have been told by experts the world over; that we have the finest publicity department in the business... and it's always at your service. How about making use of the fruits of their efforts?

Take a quick glance at the last batch of proof sheets you received. See anything you like? Well man ... complete the order form which is printed on each sheet and send it in. That's the idea of the whole thing, and when you get them, USE 'EM.

.x.x.x.x.x.

I WONDER WHAT HAPPENED ...

Yes, I often wonder what happened to the Old P.T. Barnum style of Ballyhoo in our theatres. Every time I pick up a copy of a trade magazine I read accounts of terrific street ballys, utilizing everything from baton-twirling majorettes to armour-clad giants parading the streets ... but they're always streets in towns and cities across the border.

Come on fellows ... if you can't dream up original stunts, and believe me, t'ain't easy ... all you gotta do is copy some of the stuff you read in the reports of other showmen's activities. They're all designed to sell tickets ... and, seems to me that's what we're interested in too.

POPCORN MERCHANDISING

I have on my desk a four page bulletin over Jack Fitzgibbons' signature, copies of which have already gone forward to theatres serviced by all four branches of T.C.L. The boys have gone to a lot of trouble to design in great detail a popcorn sales campaign, in the nature of a theatre POPCORN WEEK ... and if you follow the instructions in the bulletin ... you should be able to push tons of corn across those confection counters of yours.

You can use two methods to get this started ... either by the use of United Nations flags, or through the medium of a cartoon coloring contest. Both have been proven, and both are effective.

Take advantage of the package deal offered by T.C.L. This includes all necessary advertising ... 1,000 assorted cartoons, with more available as required ... and twelve swell prizes. If you're a really smart operator it won't take too much effort on your part to tie this contest in with several of your merchants, and promote additional prizes as well.

Climb on the popcorn bandwagon guys ... it means added profits for your theatre. There's even a handy order blank in the bulletin ... Fill it in today and rush to Jack. This is an important part of our business fellows ... and WE NEED THAT BUSINESS.

.x.x.x.x.x.

A LITTLE INGENUITY

Alex Barclay, out in Trail, B.C. is always searching for new gimmicks and new effects on his confection bar. This time he turned his attention to the Cadet Orange Crush dispenser on his bar, and came up with a rather startling effect.

He simply inverted the small top plastic cascading plate on the riser tube and discovered that by so doing much more colour was added to the usual drink level in the bowl, and more of a true fountain effect was achieved.

Can't guarantee that this will bring more customers into your theatre, guys ... but Alex found that more of his patrons were going for the Orange Crush ... and that was what he was after.

It's little gimmicks like this that make our business so interesting ... if you on your part are interested in making it so.

.x.x.x.x.x.

CONGRATULATIONS DIANE

Diane Gray, daughter of Norm and Pearl out in the Soo is a proud youngster these days. In competition with several hundred other students, Diane was successful in knocking off a medal in an oratory contest conducted in the Soo public schools. Mom and Pop are kinda proud of Diane's achievement too. Diane's younger sister Pamela cheered so much that she landed in hospital; and came out minus her tonsils ... Well, that's the way it goes.

WITH OUR DRUM BEATERS

In my remarks concerning the industry disputes currently being heard by a Congressional committee in Washington, I mentioned the accusation hurled at exhibitors in general by one of the big wheels in the distribution end of our business. Calmly, and quite dispassionately he presents his contention that we in the theatre end of our business either don't know how, or have forgotten, or are just too doggone lazy to get up out of our soft chairs and do the kind of selling which should be synonymous with Showbusiness. In plain language ... we've become a breed of desk jockeys, and because of that ... our business has suffered.

His statement had me a little worried, and I determined to do a little research. I hauled out the past several issues of our BALLYHOO, and even went over our whole BLITZ FOR FITZ campaign, and what I found was most reassuring.

Our business may not be quite as good as we'd like to see it ... but, that is not due entirely to any pronounced lack of effort, or disinterest, or just plain laziness ... certainly not as far as our gang of Showmen in Famous Players are concerned.

Some of you are a little too modest in reporting your selling activities ... some don't even bother to tell me, and I have to find out for myself in a roundabout way ... and, I must admit, the odd one doesn't try too hard ... BUT, by and large we still have the best darn bunch of Showmen in the business, and I have the evidence in terms of hundreds of outstanding campaigns submitted over the past few months.

The danger as I see it, is in allowing ourselves to become too smug and satisfied. Let's never be satisfied ... Let's keep seeking and striving ... Let's exert greater and ever greater effort ... Let's keep swinging until we connect with that old ball and send it away out over the fence. We have the know-how ... We have the experience, and if we add to those an honest desire for achievement ... we just can't miss.

I read somewhere a very clever and timely definition of EFFICIENCY ... it goes something like this ...

"Efficiency is the ability to do a job well - and to find ways of doing it better ..."

Makes sense, doesn't it? I'm sure that if we make up our minds to apply that kind of thinking to our own business, we can't help but move forward ... slowly perhaps ... but, ever forward.

Just to help prove my point, I have a lot of good selling activity reports on my desk, and what better way to prove a point than by example?

So ... if you turn the page, we'll visit with some of our drumbeaters. Hope YOUR name is among them.

DOWNTOWN - HAMILTON

I've seen some pretty good campaigns from this guy Turnbull ... but this one; in my opinion tops them all ... to date. When Paul takes on a job, he does it well ... and this time he outdid even himself. Now, let's see what I'm talking about.

Paul had OVEREXPOSED booked, and it just happened that the slightly pulchritudinous Cleo Moore, star of the pic paid a visit to Hamilton to coincide with the opening. So, what can a guy do? Well, Paul did... and had everybody in town talking about Cleo and her picture ... and that's the idea, isn't it? I'm going to skip such details as the promotion of an expensive convertible, suitably bannered, to meet Miss Moore at the train ... the terrific displays set up in the Connaught Hotel ... The dozens of interviews with the lads on the Spectator and the radio and T.V. coverage ... and the many civic and industry receptions.

I won't skip the result of all this scurrying around ... and in my book, it's tops. I see a front page pic ... yes, I did say FRONT PAGE, and in the Spectator yet ... of Cleo stepping off the train, with good credits, of course. I see also that Johnny Robinson devoted his entire two columns of 'In This Corner' to his interview with the screen siren, and he looks very happy, as who wouldn't be, in the picture included in the column, showing him in close ... ver-r-ry close proximity to the Blonde booby trap ... and I ain't casting any aspersions ...

I see further another two full columns devoted to Cleo's visit, under the 'Views and Reviews' banner ... and on another page still another pic of the star with a covering story. Doesn't this guy ever give up?

Paul arranged with Blondie to make a personal appearance at the Burlington Plaza, and I see a five column by 100 line ad in the Spectator, dominated by a pic of the gal, and announcing the playdates of her pic at the Downtown. Want more? So here it is. Another ... this time single column pic in the Spec, with good direct plugs for her feature, on another page in the same issue.

All the above is in addition to several taped interviews which were aired by both radio stations. I forgot to mention that the Plaza distributed 10,000 handbills announcing Miss Moore's personal appearance, for one full week before the event. The local T.V. outlet, C H C H-TV ran pictorial coverage of Miss Moore arriving at the station, also a live interview on a popular evening program.

All of the above was naturally climaxed by Miss Moore's personal appearance at the theatre ... which naturally was jammed for the occasion.

I'm sure I must have left out a few details, but I guess you get the general idea. This is the finest selling job to have come out of Hamilton in I don't know how long ... and sort of helps restore my confidence in human nature and theatre managers in particular. If you can top this, my friends ... don't be bashful ... send along particulars, and I'll print them. Congratulations Paul on one of the finest jobs you have ever turned in.

REGENT - OSHAWA

I have a report from Al Hartshorn on the closing meeting of his Teeners' Advisory Council ... and what a party it turned out to be. The kids can't wait for the Fall school term to begin, so they can get going again.

The meeting was chaired by the Counsellor ... Al's wife Helen, and followed the established practice of an open discussion of product and the teeners' preferences in the way of screen entertainment. Half a dozen trailers of upcoming attractions were shown, and in a few well chosen words, Helen gave a brief resume of WEDDING IN MONACO, and from the response, it would seem that the kids just can't wait for it to hit the Regent screen.

This meeting was sponsored by Cole of California, and as an introduction to their portion of the program, a terrific 16mm short - The History of Bathing Suits - was loudly cheered by the gals. Following this, a ten minute break for refreshments, and then the Piece de Resistance ... The Cole of California "Swim Suit Sweepstakes of 1956."

This was what the gals had been waiting for ... 26 of the most glamorous bathing suits in the Cole line were modelled by half a dozen of the teeners ... running from twelve to one hundred and thirty five bucks ... the suits, not the gals ... and what a hit they made ... and this time I mean both the suits and the babes. A running commentary by the counsellor gave details of each number, but I wonder who dreams up the names ...? Imagine bathing suits with the handle, 'Jezebel' ... or, 'Desert Intrigue' ... or how do you like 'Farouk's Fancy' or 'King Tut's Treasure' ... or maybe 'Pharaoh's Downfall ...' eh?

The meeting wound up with a draw for several good prizes promoted by Al ... and the promise of the 350 and odd females that they will be on hand to usher in the first of the new series come next September.

Several of the girls' mothers dropped in to see what this was all about, and were most enthusiastic about the whole deal ... Many offered their assistance in the Fall. The Times-Gazette even went so far as to publish a 500 line picture of some of the gals modeling the suits, with ... and I like this ... a covering story crediting the Regent.

Reading about this makes it sound like a very soft deal ... but don't kid yourselves ... it takes a lot of planning and a lot of work ... but the results make up for everything. Our congratulations to Al and Helen for a terrific job, and the interest they have stirred up among the femme teenagers of their city. The end result must show up in the attendance figures at the theatre.

.x.x.x.x.x.

STRAND - TRAIL

For his BILLY MITCHELL date, Alex Barclay made good use of the local R.C.A.F. cadets, who paraded the down town area on opening night before entering the theatre, and provided a guard of honour at each performance. Added a lot of colour to his engagement.

PARAMOUNT - HALIFAX

It's always nice to hear from Freeman Skinner ... and usually he comes through with some really fine showmandizing. This time is no exception, even though he opens with an apology for not having more to report. Don't be so modest, boy.

When he played RICHARD III, Freeman was able to prevail on the Halifax school supervisor to send out notices over his signature to all school principals and teachers recommending that they make it possible for all students from grade seven up to attend the showings at the Paramount ... not bad, eh? In addition, Freeman paid a personal visit to all the principals and English teachers, loading them with material which they posted on their bulletin boards, and also making a good sales pitch while he was at it. He also provided them with Student rate cards which they distributed. Several schools permitted whole classes to attend the theatre in a body.

You read in Ben Geldsaler's column about the R.K.O. short CANADIAN LANCERS, which was produced in Halifax. Freeman really jumped on this one, and even had a full-scale, red-carpet premiere. Among the guests were the Lieutenant Governor of the province, the Premier and his cabinet, and the mayors of Halifax and Dartmouth. An honour guard of the Halifax Bengal Lancers piped in the brass. Special stage ceremonies were held, and the whole deal received top T.V. coverage.

I'd say this is pretty good selling Freeman ... so, no more apologies ... just keep sending your stuff along, eh boy?

.x.x.x.x.x.

PARAMOUNT - KENORA

Jerry Duggan has no trouble packing his house with small fry for his Satayem ELMER shows ... and the reason is simply that he works at it.

Jerry tied in with the local Hotel Association, who agreed to provide him with 500 special booklets published by a Toronto firm and titled, "The A.B.C.'s of Traffic Safety." These are in the nature of cartoon characterizations of the traffic rules, and the kids eat them up. Jerry advertised these booklets to the first 500 kids purchasing tickets ... and he was mobbed. The Hotel Association paid 8¢ per booklet for them.

To maintain interest in the deal, Jerry set up a cartoon-colouring contest, with prizes promoted for the best books turned in within a specified time limit. The newspaper and radio station are whole-heartedly behind him in his efforts to promote safety among the youngsters of the community... and that is most important to the success of any ELMER set-up.

Most of you have already run your first series of ELMER parties, and are getting all set for a return engagement. This is the time to study the results of your original run, and plan to make your new series bigger and better. May be a good idea to thumb through back issues of your BALLYHOO, just to refresh your memories as to how some of the other lads went about really selling this deal.

CAPITOL - EDMONTON

Bert Wiber sends along details of his selling job on LITTLEST OUTLAW, and they're good. Well in advance Bert made a deal with the Quaker Oats Company, for the redemption of two box tops from any of their products as a child admission to his theatre. The Quaker people printed 20,000 heralds which were distributed around the city, some 2,000 of them direct to the schools, and another 6,000 mailed to Rural routes through the post office. All the heralds naturally contained good reference to LITTLEST OUTLAW and the playdates.

In addition to their heralds, the Quaker company ran a series of teaser ads in the local daily calling attention to their deal. In co-operation with the distributors of the product, several food markets included good copy in their own newspaper ads. Bert tells me that every single store in the city handling Quaker products put in giant product displays with very good theatre copy.

Quaker's also produced a very colourful 'Stop-See' card with details of the ticket deal, which were hung on just about every door in the entire city and environs. They also brought in 9,000 sport-car cards which they turned over to Bert, who in turn used them as a come-on for purchases of popcorn ... and did he ever push tons and tons of corn out during the playdates.

In conclusion, Bert mentions that this entire deal didn't cost the theatre a single penny ... Quaker's went for the whole tab, and that's what I like about it.

You got LITTLEST OUTLAW booked, fella? 'Doing anything about it? Bert certainly did ... and so can you ... IF YOU'RE INTERESTED, that is.

.
.X.X.X.X.X.

CAPITOL - LONDON

I have a note from Murray Summerville, showing how they cashed in on a local situation to help sell tickets. The Capitol was playing COURT JESTER, and the local Arena just happened to be playing a carnival, included in which were Hermine's Midgets ... and if you remember the Danny Kaye pic you must remember that these midgets played a very prominent part in it.

So ... Murray arranged with the local radio boys to tape an interview with the midgets ... and the London Free Press came through with a good three column pic as a news item. All you gotta do is be on the ball, guys ... There's something going on around you all the time which can be used to promote your business ... if you'll only look for it. Nice going Murray.

.X.X.X.X.X.

CAPITOL - REGINA

Hillary Gunn did such a good advance selling job on his date of I'LL CRY TOMORROW that the Leader-Post came through with an excellent editorial praising the picture and its contribution to the cause of the A.A. organization. Very, very good.

CAPITOL - SUDBURY

I don't hear from Jeff very often ... and I'm not too happy about it, but once in a while he does break down and send in an account of some of his merchandising ... and generally it's pretty good. If only I could convince him of the value of consistency ... well, I'm sure we'd all be a lot happier. However ... here's what he came up with on MAN IN THE GRAY FLANNEL SUIT.

I see two of the best co-op ads to have come out of this city in a long, long time. Dabous Men's Wear bought 315 lines of space, and came up with an outstanding ad, dominated by a pic of Gregory Peck with the title superimposed. At least three quarters of the copy had to do with the theatre and attraction. The local Fashion Craft shop wasn't too far behind ... and ran up a total of 530 lines on two days, with the bulk of the copy tying in the pic and playdate details. Two outstanding merchant co-ops.

In addition Jeff set up window displays in the ten best men's shops in Sudbury, featuring GRAY FLANNEL suits, with plenty of good additional display material provided by Jeff, and of course excellent theatre credits.

That's exactly what I mean Jeff ... swell stuff ... but, too long a period between entries, which can only suggest one thing to me ... Get the point?

.x.x.x.x.x.

METROPOLITAN - WINNIPEG

Well, Eddie Newman is certainly honest. In commenting on his date on ANYTHING GOES, he suggests that since Bert Brown did all of the missionary work in setting up a national deal, he couldn't take too much credit for following through. There's just this to remember Eddie me boy ... It's the follow-thru that counts, and that gets the customers into your theatre and the bucks into our tills ...

Lustre-Creme went for two 255 line ads ... one in each of Winnipeg's dailies, and Eddie made sure that proper theatre credits were included in the copy, and don't think that this isn't important. You'd be surprised at how many of these national ads appear without the slightest reference to the theatre. That's part of 'follow-thru.' The Lustre-Creme people also paid for ten spot announcements over each of the two local radio stations.

G K R C taped a lobby interview on opening night, which was aired on the following day. For this event they assigned their top special events announcer. The tape ran a full half hour. Eddie also, quite naturally made use of all the display material made available to him by the distributors ...

Eddie's thinking is reflected in this paragraph from his letter ... it should prove interesting. "We are always happy to receive these tie-ups and they are carried out to a 'T' as above. If we can add new wrinkles such as the lobby broadcast, we do ... This is part of the job we are paid to do day in and day out, and we don't look for any special recognition for it ..." Remember, Eddie said it ... not I.

PARAMOUNT - EDMONTON

I may not hear from Bill Wilson as often as I'd like to ... but when I do, it's usually not one or two letters ... but four or five in a single batch. Well ... let's see what this week's mail has to offer ...

For his date on THE SWAN, Bill tied in with The Curtis people in town, who set up eight separate window displays around the city, and dressed up all their trucks. A terrific display atop the Paramount marquee added much colour to his front, and certainly didn't make a secret of his showing of THE SWAN. ...

Bill certainly believes in cashing in on local events ... The Rex Allen rodeo was coming to town and Willie went to work on the advance guard, with a view to promoting a personal appearance. Allen himself was not available, but his horse Koko was ... so, Bill arranged to play a Rex Allen feature on the Saturday matinee, plus Koko, plus one of the circus clowns, and ... sold out his house. I see a snap of Koko ambling down one of the theatre aisles to the cheers of the small fry. So ... a miniature circus in competition with the big one meant plenty of extra bucks ... and that's the kind of thinking we like in this business.

Right on top of the rodeo, the Shrine Circus Jam Band came to town for a week's stand at the Edmonton Gardens ... and they really jammed them in. Bill made a fast deal and arranged for his attractions to be announced at the Gardens each evening ... and the band even made a personal appearance on his stage, giving out with some special 'Oompah' ... then paraded down the aisle and out. Of course Bill let the secret slip out ... and he informs me that it didn't do his business the least harm.

Bill apologizes for the absence of sensationalism in his current report of activities. Don't you believe it Bill ... anything that gets a few extra bucks into our tills is sensational enough for us. Just keep it up, and keep us informed, huh?

.x.x.x.x.x.

CAPITOL - CALGARY

Ralph Mitcheltree was worried about selling BIRDS AND BEES, and figured that he might be able to pre-sell the attraction through the use of advance teasers ... but none were available. So ... Ralph thumbed through his proof-sheets and saw some dandies which had been designed for MY SISTER EILEEN. A quick change of title and he had just what he wanted. That's what comes under the heading of good thinking. Incidentally ... business wasn't at all bad.

.x.x.x.x.x.

CAPITOL - ST. KITTS

It's not very often that the St. Kitts Standard comes through with anything for the theatres, but I see that Vern was able to talk them into going for a full-page co-op on MAN IN THE GRAY FLANNEL SUIT. They even did the selling on this one. In addition Vern reports that he promoted two good full window displays on the main drag.

PARAMOUNT - KELOWNA

I have a note from Michael Hall, Will's assistant ... and a very well written epistle it is. Like to meet the guy ... maybe appoint him as our West Coast representative.

However, Mike is very enthusiastic about their U.N. flag deal in Kelowna, and well he should be. They have developed a really terrific lobby display of flags, and even commandeered Will's own private collection of full-size flags for lobby dressing ... Youngsters are encouraged to save complete sets of flags and mount them on 22 x 28 cards, with prizes for the winners. The prizes incidentally are respectively, 3 months, two months and 1 month passes to the theatre for the young 'un and his parents.

This deal is advertised in the newspaper, on the screen and of course in the lobby. Mike reports that their per capita popcorn sales on Saturdays have reached an all-time high ... and the interesting thing is that the parents are stuffing themselves with corn just to save the flags for their offspring.

And how are you doing with your U.N. flag promotion, huh?

.x.x.x.x.x.

ORPHEUM - PRINCE ALBERT

Jack books his product well in advance ... and the moment he saw on his availability list ROCK AROUND THE CLOCK ... about two months before he could play it, he went to work, and wound up with quite a deal. He started a city-wide Rock 'N Roll contest, and even got some merchant pals of his to donate trophies and various prizes. There are five teen-age clubs in the city, and each club held its own elimination contests, with the winners appearing on the stage of the Orpheum on the opening night of the show.

ROCK AROUND THE CLOCK enjoyed good business ... with a very high percentage of teeners. Jack feels that the contest was responsible for the terrific response.

.x.x.x.x.x.

CAPITOL - KINGSTON

I've got a note from Ernie Smithies ... the first in a very long time ... telling of his activities on behalf of MAN IN THE GRAY FLANNEL SUIT.

Two local downtown merchants bought sizeable space in the daily, devoting a major portion of it to art and good copy on the theatre attraction ... both making offers of two admissions to the Capitol with every purchase of a suit. Incidentally, they bought these tickets from Ernie via the book ticket route.

Six of the leading men's wear stores in the down town area dressed up their windows with good display material and posters provided by Ernie. This is the best single effort to have reached me from Kingston ... and goes to show that it can be done ... So, how about hearing from you more often in the future, boy ... eh?

PARAMOUNT - ST. JOHN

Guess our James McD must have been doing some jabbing ... and here I have accounts of three separate selling jobs from our friend F.H. Howe ... and even though they're all good, I'll only be able to report one at this time. That'll learn you, fella ... to send your stuff in while it's still in the current news.

'ANYTHING GOES was the picture, and Harrison really did a job on it. In connection with the Lustre-Creme deal, he reports that four terrific window displays were arranged down town, and several in outlying areas. One big drug store went all-out, using the contest as suggested by Bert, and kicking in plenty of radio time to build up the deal.

The big item is the job Harrison did on his radio station. C H S J really played along, and arranged direct broadcasts from the theatre lobby from 7.00 to 7.30 each evening during the run of the pic. They titled the program 'Going Around With Music' and the station provided one of their top emcees and an assistant, who splun discs and interviewed customers. At the same time an attractive hostess handed out samples of Lustre-Creme shampoo to the femme patrons. Naturally during the broadcast the theatre received many credits, interspersed with the musical selections.

In addition to this, the lads on the station jammèd the airwaves with musical selections from the pic all day long ... with much good theatre mention. Harrison estimates that the theatre benefited to the tune of several hundreds of dollars of free time, and that ain't hay.

The radio station was so tickled with the lobby arrangement that they have asked to continue it indefinitely. That's what I call real selling. Nice going, boy, and let's hear from you more often than once every couple of months ... huh?

.x.x.x.x.x.

CENTURY - HAMILTON

The Spectator in Hamilton is a tough nut to crack, and a strange one. They'll either go all out ... or nothing at all, and usually it's more apt to be on the nothing side. However, Mel did some very fast talking with the result that he wound up with a really grand full-page co-op on MAN IN GRAY FLANNEL SUIT, the first the Spec has gone for in a long time. Mel followed a slightly different slant, and instead of a page full of ads, he talked the merchants into using an editorial-style of approach, with personal messages slanted at their customers. The page was headed by a four column photo of a scene from the picture.

.x.x.x.x.x.

ORPHEUM - SOO

For COURT JESTER, Olga arranged for some very effective displays in the windows of several downtown music stores, using stills and paper in addition to art display cards. Both radio stations co-operated by permitting their deejays to play selections from the pic with excellent theatre credits.

CAPITOL - BRANDON

Some time back, Len Turoldo hinted that he had some kind of a show lined up with the local United Commercial Travellers gang. Now he sends along details ... and they're worth recording. If you have a U.C.T. outfit in your town you can probably sell them on the same deal.

The U.C.T. put on a 'Marble Derby' aimed at the youngsters in the area, and on one Saturday morning played to 1240 small fry. Since Len's house only seats 612, it is quite understandable that he had to run two performances. The U.C.T. shelled out nearly two hundred bucks for the purchase of books of tickets. I don't quite know how their end of the program was arranged, but maybe Len can enlighten any of you who may be interested. All I know is that a couple of 'C's on a single morning in this situation ... well, it just ain't hay, and you can imaginé how much popcorn, not to mention candy and soft drinks was consumed.

Len also ran a Pepsi bottle-cap show, shortly after the Marble Derby, and again sold out his house. The local distributor came through with sixteen good prizes, and T.C.L. naturally made good their offer of a couple of major ones. The Pepsi people were so thrilled with the results that they are already working with Len on another one at an early date.

You want kids in your théâtre? Well ... here are two good ways to get them in. Thanks Len ... and keep me posted, eh?

.x.x.x.x.x.

CAPITOL - HALIFAX

Now I'm sure that Mr. McD has been using that old needle ... for here I have a stack of stuff from Hilary Howes, which obviously he has been saving up to make a 'package deal' of it; I'll cover as much as I can in the limited space at my disposal.

For ANYTHING GOES, Hilary not only followed through, and very successfully, on the Lustre-Creme deal originated in this office, but also sold the local radio station on the idea of using a lobby broadcast, for 55 minutes each afternoon during his play-dates. Musical selections from the pic were played, with full credits accompanying each spinning.

This I like ... as it has to do with the sale of books of F.P. tickets. Hilary contacted the brass at C H N S and arranged to sell them books of tickets - at regular prices, no discounts - for use on one of their popular morning give-away programs. Each time there's a winner, not only do they announce the prize of tickets to the Capitol, but also mention the current attraction. I'd say this is a pretty fair deal.

For his date on SERENADE, Hilary tied in with the local R.C.A. outfit and wound up with two excellent full window displays as well as display cards in every store in town handling their products. The radio stations played along with the deejays playing selections from the pic, provided by R.C.A. with full theatre credits. That's cutting it pretty short ... but I warned you ... space is limited, so after this ... One at a time, huh?

STOP THE PRESS FLASH

I have a communique from Ben Geldsaler which arrived too late for inclusion in his regular 'Over Ben's Shoulder' column ... but is certainly important enough to merit a special story. We've been yelping about the absence of suitable product ... well, Ben has something to say about at least one picture that should make you happy ... and your B.O. too.

I'm referring to SHEPHERD OF THE HILLS ... whoa there ... before you lead with your chin hear what Ben has to say about it.

"Most of us in this business remember what a successful boxoffice attraction this picture was when it was first released. At that time the strength of the picture was its story value and religious atmosphere, with little attention being paid to the leading performer. SHEPHERD OF THE HILLS is now being re-issued and is still a strong boxoffice attraction, having in addition to its religious theme the advantage of John Wayne, who since its original release has become one of the top B.O. names in the world."

"Some of the engagements in small towns - not ours, by the way - have been just plain sensational ... so, when you see it on your schedule don't just sluff it off as another reissue ... Make sure that you get in touch with your District Manager who will advise you of the special campaign set up for this picture. Don't give it the 'Once over lightly' treatment, fellows ... Shoot the works in selling effort, and I'm sure the results will make us all more than happy."

You heard what the man said, guys ... and he knows whereof he speaks, and he has figures to substantiate his own opinions ... so, do like he says, will you? Watch for it on your booking sheets, and then give it the business.

.x.x.x.x.x.

Well fellows, this brings us to the end of another one of our bulletins, and I must admit that the material you had provided me with somehow had a different flavour ... fresher, newer, and with the suggestion of some real selling effort.

Bill Gehring may be sincere in his opinion of exhibitors in general ... but his opinion must be confined to the men he has personal knowledge of. I'm sure that he wasn't referring to the gang in F.P. and I'm only sorry that he doesn't get a chance to read of your activities as reported in these pages.

Now don't get me wrong ... and don't interpret my statement as meaning that you are automatically a world-beater simply through your association with F.P. You've still got to prove it, and the best way to do that is by your consistent reports of activities to these columns. Some of you haven't even broken the ice yet ... and time's awastin' ...

So ... climb on that old bandwagon guys ... and let's hear from you often, and, but natch ... Keep BALLYHOONIN'.

Dan Krendel